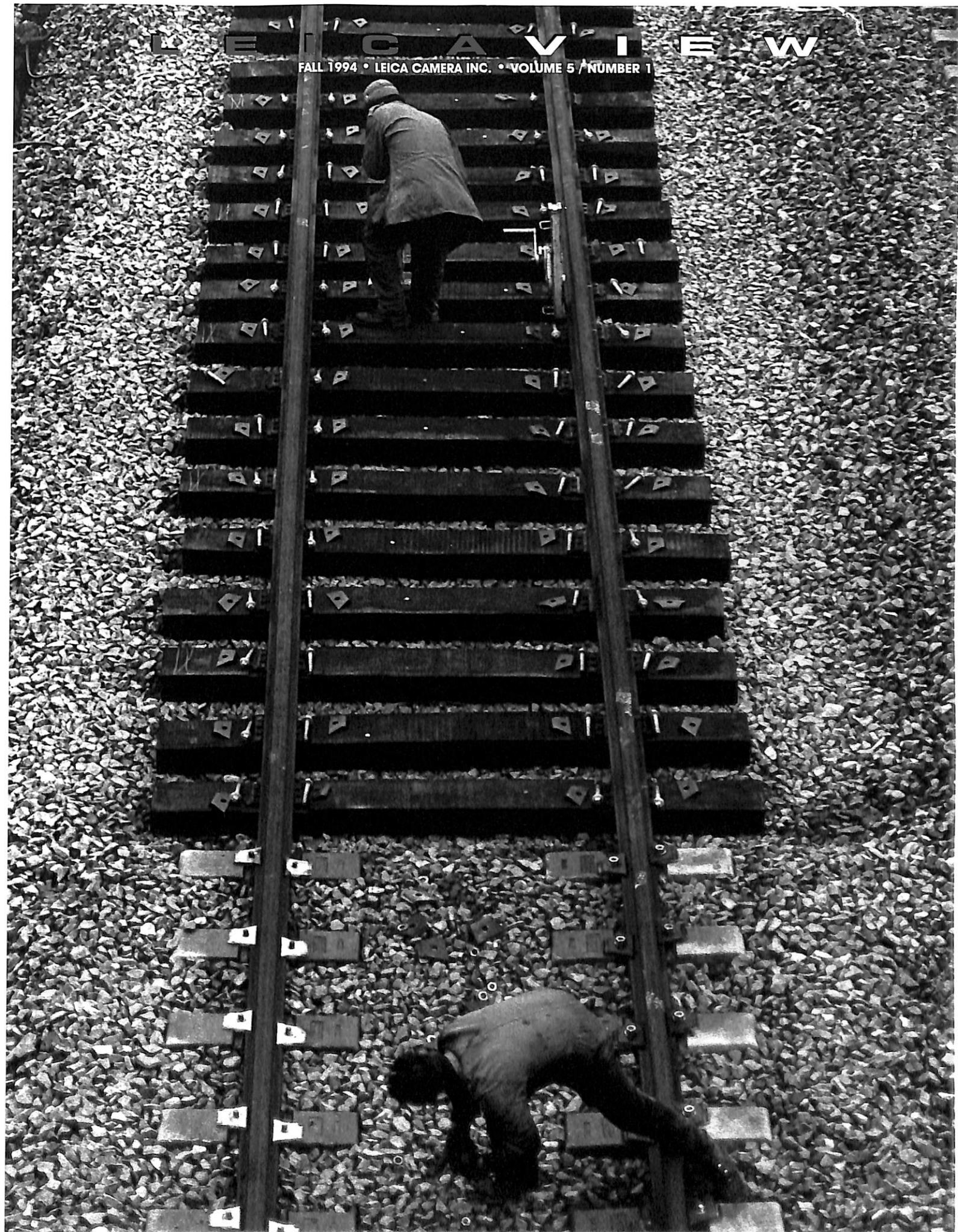


LEICA VIEW

FALL 1994 • LEICA CAMERA INC. • VOLUME 5 / NUMBER 1



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LEICA CAMERA INC.

156 Ludlow Avenue, Northvale, NJ 07647
 Phone: (201) 767-7500, Fax: (201) 767-8666
 Service Phone: (201) 767-8303, Service Fax: (201) 767-3438, Parts Dept: (201) 767-5728

In Canada: 2900 John Street, Suite 2B,
 Markham, ON L3R 5G3
 Phone: (905) 940-9262, Fax: (905) 940-9265

Publisher: Roger W. Horn

Editorial Director: Cheryl Van Sise

Staff: Ronnie Grieco, Brian E. Bell

Contributing Writer: Walter Moffatt

Written, Designed, & Produced by:

E & M Stewart Group Ltd.

158 Somerset Drive

Suffern, New York 10901

Gerald Stewart, *President/Creative Director*

Janet Dorsch Zagoria, Ph.D, *Editor/Writer*

George Levine, *Writer*

Leica®

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PRESIDENT'S PERSPECTIVE

We're used to celebrating big events at *Leica*. Seldom, though, have so many important landmarks presented themselves at one time as this Fall.

The season got off to a fast start with Photokina '94 in Cologne, Germany, on September 22nd. At this ultimate photo-imaging show, we introduced a number of new *Leica* products, including an exceptional spotting scope and a special anniversary camera, the *M6J*. There are reports on both of these in this issue of *LEICA VIEW*.

Then, it is anniversary time. This year we're celebrating three of them: 80 years of *Leica* photography, 40 years of *Leica M* cameras, and 10 years of the *Leica M6*.



It's hard to believe that so much time has elapsed since Oskar Barnack produced his prototype in 1913 and the company launched the first working *Leica* camera at the Leipzig Fair. With its small negative/big picture concept, this *Leica* innovation went on to capture the imagination and acclaim of photographers worldwide.

The *Leica M* series offers an occasion for a celebration of success, as we look proudly on 40 years of the *Leica M*. From the *M3* to today's *M6*, perfect quality and awe-inspiring pictures have been the *M*'s legacy.

What better way to acknowledge photographic history than with an exhibition of great masters. At Photokina there was a special showing of works from 50 of the world's most eminent *Leica M* photographers; it will tour the globe. This "Magic Moments" exhibition is testimony to the picture perfection which our *Leica* name has rightly earned. We look forward to greeting these masters at the New York *Leica Gallery* in October next year.

Roger W. Horn

President
 Leica Camera Inc.

HISTORY

LEICA: THE STORY OF A COMPANY, A CAMERA

Leica's Photokina '94 presentation in September included an exhibition of 50 photographs by internationally acclaimed photographers.

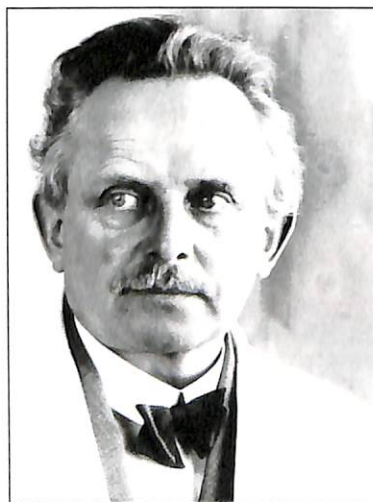
Entitled "Magic Moments," the exhibition will tour the world. It is a fitting tribute to the development of *The Leica Camera Group* and the *M* camera.

The story began with Ernst Leitz's accession to ownership of the Optical Institute in Wetzlar after the widow Kellner's second husband died in 1869. The Institute was already famous for manufacturing microscopes. Wetzlar was famous for its Gothic cathedral and the fact that Goethe did a law apprenticeship and some of his writing there.

Renaming the factory Ernst Leitz GmbH, Leitz turned it into a flourishing enterprise. He sought out talent all over Germany. Among the star mechanical engineers drawn to the company was

Oskar Barnack. An asthmatic mountain climber, Barnack had difficulty carrying the cameras of the day up the slopes, and he sought to develop a small camera. It occurred to him that motion picture film might contain the answer because of its smaller grain size. He doubled its width to 24mm x 36mm, and the *Leica* format of small negative/big picture was born.

Barnack came up with a prototype in 1913. With various adjustments and a lens created by his colleague, Max Berek, it was ready to be produced in series. But it had to await the end of World War I and a strategic decision by the company, now under Ernst Leitz II.



Oskar Barnack

Ernst Leitz II launched the small camera at the Leipzig Fair in 1925, and he introduced new techniques to ensure greater productivity and uniform quality. By the end of 1925, *Leica* had produced more than 1,000 of the new cameras. They were sold by traveling microscope salesmen, mainly to the scientific community. Very quickly, however, German photographers discovered that the tiny camera made a dramatic new style of photography possible. They laid the foundation for modern photojournalism. Photographers elsewhere in Europe and in the United States

were quick to see the camera's advantages.

Then, with the onset of World War II, product development halted. *Leica* workers went off to fight. The Wetzlar plant suffered damage. Some rebuilding was necessary after the war ended

in 1945. When production resumed, U.S. soldiers were among the best customers for the well-known German camera, which only then began to see competition from abroad.

continued on page 20



THE LEICA M6J CAMERA

40TH ANNIVERSARY COMMEMORATIVE

Celebrating an anniversary is enjoyable, but commemorating one can be truly exceptional. On the occasion of the 40th anniversary of the unique *Leica M* range finder series, *The Leica Camera Group* is presenting a limited edition, special model, the *Leica M6J*.

Incorporating some of the time-tested features of the *Leica M3* and *M6* with many new and exclusively designed elements, the *M6J* is certain to become a collectors' item.

The construction/engineering profile includes the brass camera top and controls (i.e., quick-wind lever and frame selector) of the *M3* and the body, shutter, mechanisms, and light meter of the *M6*. The viewfinder has been completely redesigned. With a magnification of 0.85x, it shows nearly the same size of image as that of the much-acclaimed *M3* of 1954; taking off from both the *M3* and *M6*, however, it displays the

bright-line frames for 35mm, 50mm, 90mm, and 135mm focal lengths.

For further distinction the *M6J* has a deep-drawn and silver chromium-plated brass camera top with the vintage *Leica* signature. The camera is covered in natural black morocco-embossed leather with matching leather case.

Manufactured to a limit of 1640 (40 for each of the 40 years of *M* technology), the sets include the camera and an optically redesigned, retractable *Elmar-M 50 f/2.8* lens. Both camera and lens are engraved with a special number. The sets come in a wooden presentation box with a certificate of authenticity.

For those wishing to be among the exclusive owners of this *Leica M* masterpiece, with up-to-the-minute advances, this is an opportunity not to be missed. 📷

Average selling price is \$6,495.

NEW PRODUCTS

Continuing a tradition of state-of-the-art optics,

Leica Camera is introducing five new lenses.

Each is flawlessly engineered to achieve exact color balance, matchless brilliance, and pin-sharp definition over the entire image area, even at full aperture.

FIVE NEW LEICA LENSES

Summilux-M 35mm f/1.4 Aspherical Lens

For the first time, a relatively large lens has been given an aspherical surface by the high-precision manufacturing method of press-forming. This technology, used for some time already for mass products with lower precision requirements, such as condensers in slide projectors, could only be applied to smaller lenses until now.

The *Summilux-M 35mm f/1.4 ASPH* lens has an imaging performance that is exemplary for compact wide-angle ultra-high-speed 35mm lenses. Its outstanding features include high contrast, excellent detail rendering in the image field, good field flattening, and practically no coma.

Average selling price is \$2,695.

Elmarit-R 28mm f/2.8

The *Elmarit-R 28mm f/2.8* replaces the former lens of the



SUMMILUX-M 35mm f/1.4 ASPH

same name, but it constitutes a completely new mechanical and optical design. A floating element improves imaging performance by allowing the user to focus closer. The 28mm lens has been optimized by a built-in telescopic lens hood. Even at full aperture, it gives extremely good con-

trast and detail. It is ideal for both photojournalism and landscape or architectural photography.

Average selling price is \$1,795.

Summicron-R 180mm f/2 APO

With the new *Summicron-R 180mm f/2 APO*, Leica is extending the chain of its high performance lenses in the *R* system. Consisting of 9 elements and with an initial aperture of f/2, the lens is designed to deliver top photographic results. The apochromatic correction covers the

entire field of vision.

The internal focusing of the lens allows the user to focus quickly and easily. The lens also works extremely well with the 2x APO Extender, which turns it



ELMARIT-R 28mm f/2.8

into a 360mm f/4 APO lens. Additionally, the lens is free of coma, astigmatism, and field curvature.

Designed with specific performance requirements in mind, this *Leica APO* lens offers such desirable features as maximum contrast, ultra-high resolution, and true-to-life color. Its permanently integrated, telescopic lens hood affords maximum protection against light, contamination, and damage to the protective filter.

Average selling price is \$6,295.



SUMMICRON-R 180mm f/2 APO

Modified Summicron-M 50mm f/2

Most similar to the way the human eye sees, 50mm standard lenses for 35mm cameras are among the most widely used



SUMMICRON-M 50mm f/2

and versatile lenses. There are three different 50mm lenses in the range for the *Leica M6* range finder system camera. One is the world-famous *Summicron*, which is popular due to its low weight, compact size, and outstanding optical properties. Even at full aperture, the lens produces pictures of high contrast with edge-to-edge sharpness. In line with the ongoing cultivation of the camera models by *Leica*, the lens is now optimized with a permanently built-in telescopic lens hood. Its shape and size are designed to give maximum protection from stray light, reflections, and external influences, while the viewfinder image of the *Leica M* camera is only slightly covered.

This *Summicron* lens is available in black or chrome.

Average selling price is \$945 for the black, \$1,095 for the chrome.

The Noctilux-M 50mm f/1

The *Noctilux-M 50mm f/1* — also for use with the *Leica M* — has been specifically designed to cope with extreme light situations. Faster than the human eye, it is particularly suitable for unfavorable photographic conditions, where it offers previously impossible imaging quality even at full aperture. With the *Noctilux-M 50mm f/1*, the user can clearly distinguish and photograph structures and color differences that are hardly registered by the human eye.

Like the *Summicron*, this lens is optimized with a permanently



NOCTILUX-M 50mm f/1

build-in telescopic lens hood designed to give maximum protection from external influences. The *Noctilux* comes in black.

Average selling price is \$2,895. 📷

NEWPRODUCTS

For all nature observers, the essence of the activity is to view objects in sight in their greatest detail. For the birder, nothing surpasses the up-close thrill of spotting the identifying marks of a rarely seen creature of flight.

The *Leica Televid 77* and *APO-Televid 77* spotting scopes are two new instruments that can turn this dream into reality. Both maximize the magnifying function to deliver a crisp, contrasting image in an up-close focus.

Building on the accomplishments of *Leica's* pioneer binoculars technology, the *Televids* combine precise engineering, perfectly computed optics, and practical design in an instrument which will deliver under any and all field conditions.

With an option of straight or angled viewing port, the scopes have internal focusing, all-metal bodies and partial rubber armory for extra shock protection. Nitrogen-filled, they are waterproof to exclude moisture and dust. A sliding eyecup and recessed exit pupil give the eyeglass wearer a full, natural, color-neutral picture.

For these unparalleled magnifying machines, *Leica* employs multiple anti-reflec-

tion coating on all glass-air interfaces of the lens systems. The result is a pin-sharp, high contrast image. Special glasses act to prevent disturbing color fringes. Three different eyepiece magnifications are available: the 20 x, a wide-angle eyepiece which permits the view-

er to see the area surrounding a subject; the 40 x, which is designed for detailed observation; and the 20-60 x, which permits looking at an entire subject before zooming in on minute details with a turn of the wrist. Eyepieces can be interchanged rapidly. The *Televid* scopes can also be adapted to photography using the special seven-lens *T2* adapter. The conversion, which affixes to an *SLR*

NEW SPOTTING SCOPES BRING THE FAR AWAY UP CLOSE



camera, turns the *Televid 77* into an 800 f/10.4x telephoto lens.

First shown at Photokina '94, the *Televids* offer a new way to make your outdoor experiences sharper and more stimulating. 📷

Average selling prices are as follows:

\$645 for the *Televid 77* straight or angled, and \$1,295 for the *APO Televid 77* straight or angled; \$160 for the 20 x eyepiece, \$130 for the 40 x, and \$290 for the 20-60 x zoom; \$260 for the *T2*.

When Leica first came out with the Barnack camera after World War I, German photographers were among the earliest users. They found the Lilliputian hand camera gave them a freedom of movement and invisibility that allowed them to photograph in an entirely new way. Unencumbered by a boxy, stationary camera, able to take exposures in rapid succession on the 35mm perforated motion picture film, and with easily interchangeable lenses, Leni Reifenstahl, Alfred Eisenstaedt, Erich Salomon, Felix H. Man, Wolfgang Weber, Otto Umbehr, and others found they could mingle with a crowd, take shots at close range, and communicate a spontaneity never possible before. They became pioneers of the German photojournalism which developed in the late 1920s and 1930s, conveying current events in all of their immediacy.

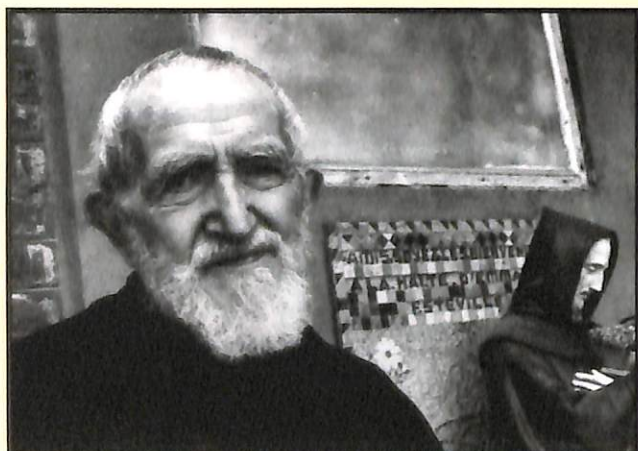
LEICA M PHOTOGRAPHERS:



USING THE CAMERA TO EXTEND THE EYE

REFLECTIONS

Photographers elsewhere in Europe and in the United States were quick to seize on the possibilities the new camera offered. As one of these early photographers, Tim N. Gidal, author most recently of *Life's Chronicles* puts it, "the camera sat in my hand as snugly as a pair of glasses on the nose." With their *Leicas*, these journalists made the photograph the center of their reportage. They produced pictures that conveyed entire stories. Thus, the Hungarian-born Andrei Friedmann (Robert Capa) captured on film the camera-shy Leon Trotsky speaking to students in Copenhagen to evoke the revolutionary developments taking place in Russia, and some of the most compelling moments of the Civil War in Spain



HENRI CARTIER-BRESSON

to depict the drama unfolding there. Magazines developed to carry such "picture stories," first in Germany and France, then in England and, with *Life* magazine at the time of World War II, in the United States. Residents of big cities were particularly eager "readers" of this new type of story.

Meanwhile, other photographers — often with a background in painting, architecture, and other non-journalistic fields — were finding the little *Leica*

could convey a more personal way of seeing. The Russian avantgarde artist Alexander Michaelovich Rodchenko used the camera to produce the dramatically angled and illuminated shots that he favored. The Hungarian André Kertész discovered it could render the poetic images he had in his eye. In their hands, the *Leica* became a tool to portray a single image which gave insight into a whole way of life. The early work of French legend Henri Cartier-Bresson (whose Abbé Pierre is shown above) and the photographs of Sebastião Salgado (represented by his cover shot of two workers installing new railroad track in southwestern France, and tuna fishermen off the Sicilian coast on page 11) are very much in this tradition. "There's one thing that is essential for me in photography," Cartier-Bresson said recently "the element of surprise. The *Leica* keeps me from thinking too much."



SABASTIÃO SALGADO

The introduction of color in the late 1930s simply enabled such photographers to give new expression to their pictures, as they reached beyond current events to travel, nature, fashion, portraiture, children, still life, sports, and medicine. So, Ivan Dmitri and the sports/fashion photographer Toni Frissell could project a unique dynamism using color film.

The introduction of the *Leica M3* in 1954 and the *M6* three decades later gave these photographers still more room in which to work. Because of its compact design, the *M* “fit like a glove,” as Bruce Gilden has put it, permitting the user to forget about the equipment and focus entirely on the image. *Leica* photographers worldwide can now reflect reality in all of the variety and richness with which they see it. California-born Ralph Gibson, for example, has



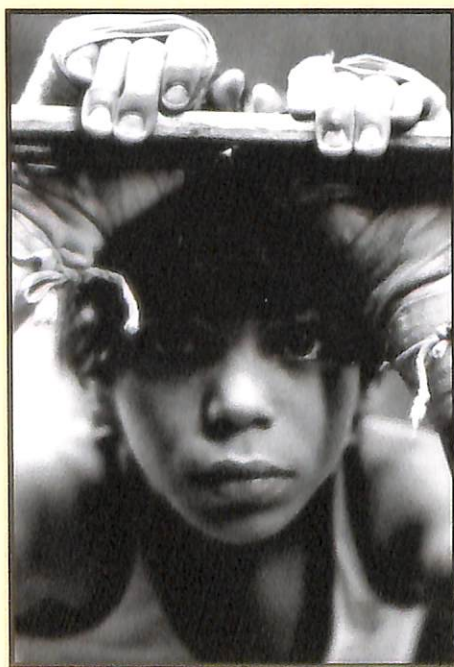
RALPH GIBSON

REFLECTIONS



CONSTANTINE MANOS

moved beyond abstraction to the more spontaneous style represented by his (untitled) lady on a staircase shown on page 11. Gibson has said he likes the *M* because it enables him to see both outside and inside the picture frame, and the frame does not go black at the moment of exposure. Metering the light



MARTINE BARRAT

often and keeping the focus set at infinity, he can, once he sees the image he wants, simply bring up the camera and release the shutter. Photographer Constantine Manos uses his *M* as quickly but differently, to catch such kaleidoscopic slices of American life as the Coney Island amusement park scene shown above. He says of the *M* that "this small and quiet instrument allows me to work closely and unobtrusively, and the precise viewfinder permits me to use the entire frame with confidence." Martine Barrat, for her part, uses the *M* to produce such riveting shots as that of the young boxer at left. See also the review of her new book, *Do or Die*, in this issue of *LEICA VIEW* on page 20.

The numbers of these *M* users are legion, although only 50 are highlighted in *Leica's* "Magic Moments" exhibition. Their work is a most fitting tribute to Oskar Barnack's "toy" camera. 📷

LEICA GALLERY

LAUNCHED IN NEW YORK

WITH BURKE UZZLE'S THREE DECADES OF PHOTOGRAPHY

Turning the corner from Bleeker Street onto Broadway, one sees the most striking sight on the five-story, red brick building at number 670: a tremendous red, black, and white banner moving gently in the Fall breeze. It heralds the opening of the *Leica Gallery*, a labor of love of Rose and Jay Deutsch (formerly of the F.D.R. Galleries), curators, and Roger Horn of *Leica Camera*.

The gallery has been created for the exclusive purpose of showcasing the work of photographers whose names have been associated with the *Leica* camera. Contemporary photographers who follow in the tradition of Bing, Cartier-Bresson, Eisenstaedt, Haas, Kertész and other *Leica* masters will be featured. Six major shows are planned per year, with the Burke Uzzle show, which opened on September 29th, the first.

Uzzle characterizes his retrospective as "visual music," and it ranges from the celebration of American life and family structure to the stark beauty of nature. Brooks Johnson of the Chrysler Museum reflects that Uzzle, "by using meticulous photographic technique, graphic construction, and compelling themes, creates thought-provok-



ing works of art." Rob Powell, in the *British Journal of Photography* states: "Uzzle's work is a superb example of photography's unique ability to simultaneously record, interpret, and express."

Uzzle's distinguished career includes stints at *Magnum*, *Black Star*, and *Life* magazine. His numerous solo exhibitions include those at the Philadelphia Museum of Art and the Witkin Gallery in New York. His photographs are in major private collections throughout the world.

According to the *Deutsches*, other exhibits planned will show the work of Abe Frajndlich, the noted portraitist, and Benedict

Fernandez, Martin Luther King's personal photographer. This latter exhibition will coincide with Black History Month.

The gallery represents the maturation of photography as a fine art. Dedicated to those who have blended their own artistry with the creative capability afforded by *Leica* cameras, this inaugural presages excitement for the entire world of photography. 📷

Leica Gallery, 670 Broadway, New York, NY 10012, (212) 777-3051; open Tuesday thru Friday 11:00 a.m.-5:00 p.m., Saturday 12:00-5:30 p.m.

NEW PRODUCTS

*The **Leica Camera Group**, always striving to improve an already acknowledged technological leadership, has now provided for a weight adjustment in the ground-breaking **Geovid** while adding two new powerful binoculars to the **Ultra** series.*

AN OPTIMIZED GEOVID – THE BD

Hailed as a trail-blazer when first introduced in 1993, the *Geovid 7 x 42* model has been optimized for distance measurement with the elimination of the electronic compass. The result is a four-ounce

weight reduction to 48 ounces in all. The target-seeking infrared, laser-tech range finder feature is still included.

Because it utilizes high-quality prisms, multiple anti-reflection coating, and precise alignment of optics, the *Geovid* performs impressively even in diminished light. Its 6mm exit pupil and sliding eyecups ensure comfortable use by eyeglass wearers. Users can measure the distance to a target out to 1,000 meters. Depressing a button causes an aiming point to light up in the viewfinder; a second depression of the button gives the distance on an LED display.

Those involved in protection of the environment and nature, forensics, technical surveillance, exploration, rescue operations, and outdoor sports will find the new *Geovid* attractive for its lighter weight and high performance at long distances and in less than optimal light.

Average selling price is \$3,295.

NEW 8 x 50 AND 10 x 50 ULTRAS

These new members of the *Ultra* binoculars series are well-suited for outdoor enthusiasts who need extra power. With a large, 50mm objective diameter and near focusing range of

15 feet for the *10 x 50* and 17 feet for *8 x 50*, the binoculars maximize light gathering when available light is diminished. The result is fatigue-free viewing even at twilight.

The new *Ultras* have the same robust design as the 32 and 42 series. Internal features include superior optical glass engineering, phase correction coatings, precise alignment, internal focusing, as well as a

multi-function control focusing drive, diopter compensation, and diopter value memory.

Externally, they have a tough, all-metal, polyurethane-covered body which makes them dust proof, water-proof to 16 feet, and resistant to wear and shock.

Altogether, the new *Ultras* make welcome companions for outdoor activities of all kinds. 📷

Average selling price is \$1,295 for the 8 x 50 and \$1,345 for the 10 x 50.

GEOVID & ULTRA BINOCULARS EXPAND HORIZONS



Following its tradition of producing items with built-in design excellence, fashion flair, and practical utility, Billingham is introducing its series 3-95 camera bag and exclusive all-weather jacket. Ever a stickler for attention to detail, Billingham has constructed these two new entries with the greatest care.

DEBUT OF BILLINGHAM SERIES 3-95 BAG AND BILLINGHAM JACKET

THE SERIES 3-95 BAG

Designed to house the *Leica M* system, the series 3-95 bag is made of cotton-blend canvas with high-density, close cell foam padding. Its special features include a removable interior compartment with flexible partition system, brass fittings, top grain leather trim, a large front pocket, zippered back pocket, and a zippered pouch to hold film and small accessories. The bag is available at all authorized *Leica* dealers. *Average selling price is \$199.*



SERIES 3-95 BAG

tile jacket fills this bill for such outdoor enthusiasts. Its fabric, made of 100% cotton ventile, breathes, allowing up to 18

hours of comfort even under stressful conditions. The fabric thread construction is set in a compact arrangement which

makes the material windproof, while at the same time allowing perspiration to escape from interior to exterior. Other attractive features are: a drawstring hood, two-way double zipper, storm flap, leather detailing, patched sleeves, hand-warming pockets, map pocket, full-cut sleeves, elastic cuffs, zippered rear pocket,

BILLINGHAM'S 100% COTTON VENTILE JACKET



waist drawstring to prevent heat loss, and front snaps. Offering an instantly recognizable high-fashion, maximum-utility look, the Billingham jacket combines comfort, design, and durability. 📷

Average selling price is \$895.95.

THE BILLINGHAM JACKET

The boom in outdoor recreational activities has accelerated the demand for appropriate high-quality, yet fashionable outerwear. The Billingham ven-

SHORTSUBJECTS

LEICA VIEW WINS AWARD

LEICA VIEW's last issue (fall 1993) was a winner of the Gold Ink Award Competition co-sponsored by Publishing & Production Executive and Printing Impressions, of Philadelphia. Competing in a field of 2,000, the newsletter was cited for its quality of printing and color separations, technical difficulty, and overall effectiveness. The awards were presented at a reception and banquet in Philadelphia on September 26th, and winning entries will be seen in the Gold Ink Issues of the two co-sponsoring organizations by 600,000 professionals in the graphic arts industry.



LEICA FOTOGRAFIE ENTERING 46TH YEAR

Leica Fotografie International, published eight times a year by Umschau Verlag of Frankfurt in German, French, and English, enters its 46th year in 1995. Featuring "Masters of the Leica," a travel report, historical information, and a wealth of practical information, the magazine is also a beautiful accompaniment to any *Leica* product collection. In a handy 7" x 9" format, *Leica Fotografie* is printed on extra-heavyweight glossy paper with superb full-color reproductions that invite revisiting time and again. It offers both visual and reading pleasure to the *Leica* enthusiast.

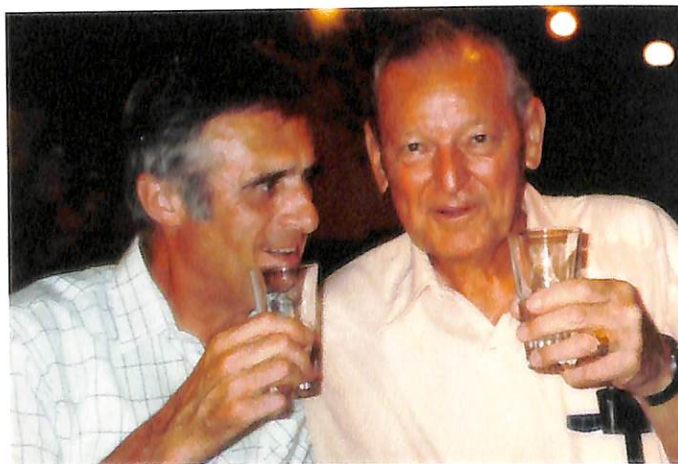


A year's subscription costs \$49.00 and is available from PDQ Distribution, Inc., P.O. Box 2013, River Vale, NJ 07675; phone (201) 261-8060 between 10:00 a.m. and 4:00 p.m. E.S.T.; or Fax (201) 261-6883.

UNEXPECTED LEICA TOUR FOR NJ MAN

In late 1993, Carl Rojek filled out a National Geographic application expressing interest in a tour of the *Leica* plant, and promptly forgot about it. When he was told he had won the contest, he did not believe it. But this summer the Oakland, NJ, resident was indeed flown from his language course in Cracow, Poland, to Germany.

During a two-day stay, Rojek was met at the airport by com-



CARL ROJEK (RIGHT) AND GUIDE KARLHANS WELCKER SALUTE GOOD FORTUNE

pany official Karlhans Welcker and his family, taken to dinner in Wetzlar, accorded a personal

tour of the *Leica* plant in Solms, given his choice of *Leica* cameras to use during his visit, and received at the Leitz mansion by Ludwig Leitz, a son of Ernst II.

Asked to comment about the trip, the retired Bendix employee, a non-*Leica* owner, said that before, *Leica* had been only a familiar name to him; now he has

only the warmest feelings about the company which treated him so well. 📷

REINER HARSCHER

A PANORAMIC
PRESENTATION
APPROACHING
REAL LIFE

Just as the Taviano brothers bring the charms of their native Tuscany to us in film, so Reiner Harscher brings this region -- and others -- to us in photographs. Harscher evokes the wonderful landscapes, flora and fauna, distinctive people, and way of life of these venues in a panoramic presentation which he himself narrates in his strongly accented, but very precise English.

Harscher's work began, the 36-year-old German says, with a strong interest in nature. "My parents ran a bakery in Friedrichsdorf, where I still live. They could not afford a 16mm movie camera, but at 16, I received a *Leica SL2* camera and 400mm lens. First, I sought out the unspoiled landscapes, then wildlife."

As a young adult, Harscher studied electrotechnical engineering, but he soon turned to photo design. Moving from nature and wildlife, he began to photograph people, the people of such far-away places as Alaska, Yemen, India, Iceland, and Argentina. He prepares by researching as much as possible beforehand, making two or more trips to a region, depending on the distance from his home, and talking extensively with the inhabitants. Thus, he has captured the explosive colors of a Hindu ceremony, the creased face of a Tuscan winegrower, the glittering evening reflection of an arcade

on a Venetian canal, and more. Usually, he takes shots in close sequence, so he can show two at once.

These he projects onto a wide screen to give the panoramic effect one has in real life. He combines the photographs with an unassuming, altogether engaging commentary and background music to make up

something approaching a film.

The photographs, of course, are the heart of the show, and they are of the highest professional quality. Clear and vibrant, they convey not only the special flavor of a culture but also the different facets of it that make up everyday life.

Harscher now works with a *Leica R7*. His 60mm, 90mm, and 135mm lenses give him the perspective needed to make the audience feel it is within the landscape. A grid screen enables him to fit two sequential shots together. With the accumulation and selection of shots, fitting them into a comprehensive program, choosing music, and preparing the narration, a single show may take him and his wife, Karin, who acts as his technician, three to four months to produce.

The result is well worth the effort; it is stunning. But viewers can judge for themselves when they see "Tuscany and Venice — Jewels of Italy" on his next U.S. tour (see box).

So, what future projects does Harscher have in mind? Ireland, "island of the rainbows," he responds, because it is so little known, and in some places time seems to have stopped. And his own Germany, because it is so varied, with historical and modern elements juxtaposed. We await these and other vicarious trips with anticipation. 📷

REINER HARSCHER'S

LEICA VISION

"Tuscany and Venice — Jewels of Italy"

January 25, 1995	Tempe, AZ	The Buttes
January 27, 1995	Santa Monica, CA	Loew's Santa Monica
January 30, 1995	Burlingame, CA	Marriott at Burlingame
February 3, 1995	Portland, OR	Marriott Portland
February 5, 1995	Seattle, WA	Seattle Sea-Tac Marriott
March 18, 1995	Houston, Texas	Sheraton Astrodome
March 20, 1995	Irving, Texas	DFW Airport Marriott
March 23, 1995	Chicago, Illinois	Hotel Intercontinental
March 26, 1995	Minneapolis, Minnesota	Marriott City Center

Tickets Available at your Local Leica Dealer or Call 1-800-222-0118

COME EARLY FOR HANDS-ON DEMONSTRATION OF LEICA EQUIPMENT

Questions and Answers

by Walter Moffatt, *Technical Adviser*

Q: I'm extremely unhappy with my new mini zoom camera, as it appears that it is either defective or poorly designed for use with flash. Just look at the enclosed color prints, which I made with this camera. On practically all my indoor flash pictures I get blurred double images. What's the story?

A: There is nothing wrong with the camera, but you clearly chose an incorrect flash mode for the picture situation you had — an understandable mistake for one just beginning to use this camera.

You are obviously using the manual "flash on" mode rather than the automatic program mode. Why does this matter? Because the modes meter in two different ways. The automatic program mode automatically activates the flash and selects a shutter speed when the main subject (the area in the center of the viewfinder) is in a low-light situation. The shutter speed will not be longer than 1/30 second in this mode. The manual "flash on" program meters the area that is in the entire viewfinder and selects a shutter speed sufficiently long to properly expose by the ambient light. The shutter speed can be as long as 1/4 second in this mode.

So, in a living room situation (such as in your photographs) the light level could easily be calling for an exposure as long as 1/4 second by the ambient light. When you take a flash photo in this situation in the "flash on," manual mode, you get a sharp, well-exposed image for the flash, but the shutter remains open as you move the camera away from your eye. This results in a secondary, blurred image. If the

room lighting is by incandescent lamps, the secondary image will be yellowish; if the lighting is by fluorescent tubes, the secondary image tends to be greenish.

Try using the automatic program mode in this situation, and your problem should cease. Use the manual program, however, when photographing against the sun (backlight) or for pictures with extreme contrast.

Q: After a long wait, I have finally received a silver chrome 35mm f/2 Summicron-M lens for my M6. It is considerably heavier than the black 35mm Summicron lens which I used for years. Why?

A: The outer mount of the black-finish lenses is made of aluminum, which can be black anodized. These aluminum mounts cannot be chrome-plated, so brass mounts, which can be, are used on the silver chrome lenses. The weight differences on the three lenses available in the chrome finish, compared with the same black-finish lenses, are:

	Summicron-M	
	SILVER CHROME	BLACK ANODIZED
35mm f/2	250 grams (8.8 oz.)	160 grams (5.6 oz.)
50mm f/2	295 grams (10.4 oz.)	225 grams (7.9 oz.)
90mm f/2	690 grams (24.3 oz.)	475 grams (16.7 oz.)



KEEBLE & SHUCHAT — PALO ALTO, CALIFORNIA

The Best Stocked Store in The Bay Area

Terry Shuchat has the largest, most deeply stocked store for a 100-mile radius. The local competition withdrew years ago, and it is not hard to see why. With his keen eye for cameras and determination to make his dealership indispensable to its clientele, Shuchat left the other camera stores in the area little room in which to operate.



photographers, covering everything from sports events to weddings, with prices Shuchat calls "flexible." With earnings from these assignments the two bought cameras for the store. Gradually,

they became dealers for all major brands, including *Leica*. The shop expanded into three adjacent ones. The dealership now has 24,000 square feet.

Always Well-focused

The native Palo Alto resident has always been well-focused, pursuing his love for photography. As a ninth-grader, Shuchat swept floors, manned the cash register, and did minor repairs in a local camera store. He attended Ohio University, one of the first colleges to offer a B.F.A. in photography. Then, as a young air force lieutenant, he was put in charge of the lab which interpreted the reconnaissance photos taken during the Cuban Missile Crisis of 1962. "We saw the missiles on the ground and we saw them being shipped out," he reports — an exciting experience and excellent training for his first store.

That was in 1965. He and Dick Keeble began operating out of a tiny shop yards from his present building. Both were commercial

No Reason to go Elsewhere

For, Keeble & Shuchat has grown with the area. As Palo Alto grew to 54,000 people, Stanford University swelled, and major companies located to the Silicon Valley, so Keeble & Shuchat grew into two large, modern buildings. The larger of these features the vast, well-ordered shelves of picture frames and albums, paper, books, lenses, binoculars, cameras, tripods, bags, jackets, and dark room equipment that its well-educated, well-traveled, clients demand. It also accommodates a seminar room, photofinishing department, shipping department, and offices. The other store caters to the advanced amateur and pro photographer; among other items, it carries equipment for studio lighting and electronic imaging; and it houses

the rental department. "We don't want to give customers any reason to go elsewhere," Shuchat observes.

He continues, "You need the merchandise and a competitive price, but you also need a person behind the counter to close the sale." Shuchat is rightly proud of his 52-person staff and the breadth and experience of his salespersons. Not just hobbyists who think it would be fun to work in a camera store. "they are professionals; some have *Leica Akademie* training, a number speak foreign languages. Some have been with the store for 20 years or more."

Constant Outreach

The dealership is firmly established now, but Shuchat reaches out all the time. Flyers, ads, direct mailings attract Bay area photographers to special classes. A photo gallery draws in the friends of featured photographers. Shelves of collectibles, including an exquisite *Leica* museum, gather still others. It is all part of Shuchat's way of keeping up with cameras and everyone's eye on them. 📷

Keeble & Shuchat

290 California Avenue
Palo Alto, CA 94036
Phone: (415) 327-8996
Fax: (415) 327-6231

ACTIVITIES

LEICA ACTIVITIES SCHEDULE

Jan. 20 & 21	Clean and Check	Colonial Photo & Hobby	Orlando, FL	407/841-1485
Jan. 26	Nature Photo Seminar	Phil's Camera Service	Miami, FL	305/238-7842
Feb. 26 – Mar. 4	So. Fla. Birding Field Trip (Ft. Myers & Everglades)	Audubon Shop & Gallery	Charleston, SC	803/723-6171
Mar. 5 – 10	So. Fla. Nature Photo Trek (Ft. Myers & Everglades)	Phil's Camera Service	Miami, FL	305/238-7842
April 13	Nature Photo Seminar	Colonial Photo & Hobby	Orlando, FL	407/841-1485
April 20 - 23	Yosemite Workshop	To be announced		800/222-0118
April 27-29	Photo Pro Expo Trade Show	Wash. Conv. Ctr.	Wash., DC	800/222-0118
May 11-14	Carmel & Monterey Workshop	Gasser's	San Francisco, CA	415/495-3852
June 2 – 4	Viscomm West '95 Trade Show	Moscone Conv. Ctr.,	San Francisco, CA	800/222-0118
June 22	Travel Photo. Seminar	Phil's Camera Service	Miami, FL.	305/238-7842

For further information call: 800/222-0118

LEICA: THE STORY OF A COMPANY, A CAMERA

Continued from page 4

At this point, *Leica* set two rival teams to work to produce a new camera type. It came in the form of the *M3* in 1954. Available for use with the *M3* were lenses of higher optical quality and longer focal length. It became the camera of choice for *Leica* photographers, who were moving beyond current events to capture the high points of travel, nature, fashion, portrai-

ture, still life, sports, and medicine.

Within 30 years, the *M3* had been redesigned into today's *M6*, the classic range-finder camera with selective through-the-lens metering. The new *M* was fast and precise, and even more durable than its predecessors. In the words of *Popular Photography*, it was a "lean, clean photographer's tool [and a] virtual lifetime investment."

In 1986, the company's pho-

tography and binoculars lines were separated from Leitz to form *The Leica Camera Group*, based in Solms. It alone now employs some 1,400 employees, while retaining the Leitz family atmosphere and close quality control for which it is famous. Company and camera — developing together. 

DO OR DIE

by Martine Barrat
128 pp. New York,
Viking/Penguin, \$45.00

Leave it to a French native, Martine Barrat, to capture the drive and power of young Americans striving to reach the top in that very American, brutal sport of boxing. In 72 skillfully devised black-and-white photographs, the author depicts the disturbing beauty of the pugilistic sport with all its anger, anxiety, and drama as these young gladiators use fists and fearsome courage to fight their way up and out to a better life. Ms. Barrat's photographs have appeared in *Life*, *Time*, and the *N.Y. Times Magazine* section. The Pompidou,

Whitney, and Brooklyn Museums have put her in their collections — all with good reason.

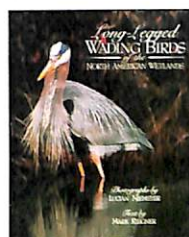
WORKERS: AN ARCHEOLOGY OF THE INDUSTRIAL AGE

by Sebastião Salgado
399 pp. Aperture, \$100.00

A master craftsman committed to portraying the condition of the world's poor, Salgado illuminates our comprehension of this group of human beings in 350 moving duotones. The heritage of hard work, from Indonesian sulfur miners to traditional Sicilian tuna fishermen, is evoked in pictures and words. It is a testament to the will to persevere with little but survival as the end game.

Originally trained as an economist, Salgado turned to photojournalism in 1973. Among the honors he has received is the prestigious Kodak/City of Paris award. His previous work, *An Uncertain Grace* (Aperture, 1990), was accorded universal acclaim.

LONG-LEGGED WADING BIRDS OF THE NORTH AMERICAN WETLANDS

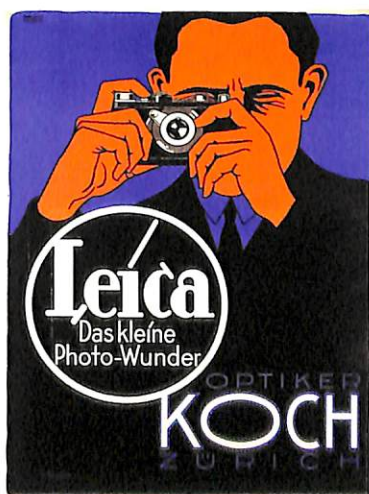


by Lucian Niemeyer,
Text: Mark Riegner
202 pp. Stackpole Books,
Harrisburg, PA, \$49.95

Few subjects depict grace and elegance as artfully as do these marvelous, long-legged birds. Twenty North American species — including herons, egrets, bitterns, wood stork, ibises, roseate spoonbill, cranes, and limkims — are captured in their natural habitats. As a companion for those who would enjoy the field experience, the splendid photographs with informative text serve to broaden understanding and pleasure. Lucian Niemeyer has traveled throughout North America to capture the wonders of these species. Mark Riegner, a professor of environmental studies at Prescott College in Arizona, lends an ecologist's perspective to the subject matter.

CLASSIC, LIMITED EDITION OF 1928 POSTER

The best known early Leica advertising poster has been reproduced in a limited, numbered edition of 999. Priced



at \$125, it is available through authorized *Leica* dealers and the distributor, Tamarkin & Co. of Woodbridge, CT.

This 1928 masterpiece, "*Leica: Das Kleine — Photo — Wunder*" (*Leica*, the tiny Photo Wonder), is presented in a 24" x 30" hand-pulled serigraph reproduction on extra-fine 100-pound, acid free exhibition quality paper. Together with a letter of authenticity, this fine

piece is a welcome edition for *Leica* collectors, design salons, galleries, and fine print collectors.

COVER TO COVER

**"MAGIC MOMENTS"**

70 pp, \$7.50

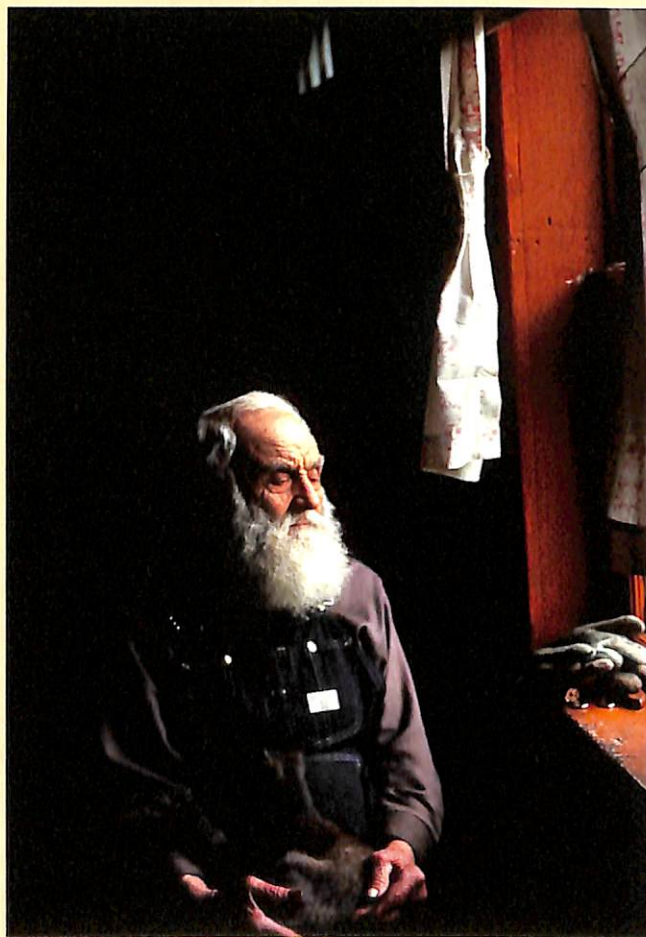
Leica Camera GmbH

"Magic Moments", the exhibition featuring shots by *Leica M* photographers which was shown at Photokina and is currently touring the world, is now available in book form as well. The soft-cover book offers landmark photographs — many in color — by such world-renowned users as the Greek John Demos, German Walter Benser, Austrian Inge Morath, the French-Australian team of Eric Valli and Diane Summers, Czech Miroslav Zajic, Portuguese Paulo Nozolino, Italian Fulvio Roiter, American Mary Ellen Mark, and Cuban Mario Algaze. In addition, it contains a valuable series of articles on the development of the *M* camera, its special features, how to use it, and an interview with Henri Cartier-Bresson about a book he has put together with 131 of his *M* photographs, *A Propos de Paris*.

"Magic Moments" is available through your local authorized *Leica* dealer.



PIC OF THE SEASON



Photographer Larry G. McKee lives in Altoona, Pennsylvania. He is a 52-year-old radiological technologist at Nason Hospital.

Clarence Corle was a patient at the hospital. McKee became intrigued by his face, started talking to him, and asked if he could take Corle's picture. This photograph won the grand prize of the now-defunct Institute of Certified Photographers' contest in the mid-1980s, among other awards. It was taken with a *Leica R3* and Summicron 50mm lens in the morning.

McKee has been photographing both professionally and as a hobby for 20 years. "I photograph both inside and outside the body," he observes. "The outside is much more fun."

“Nice bird.”



Photo: Macduff Everton

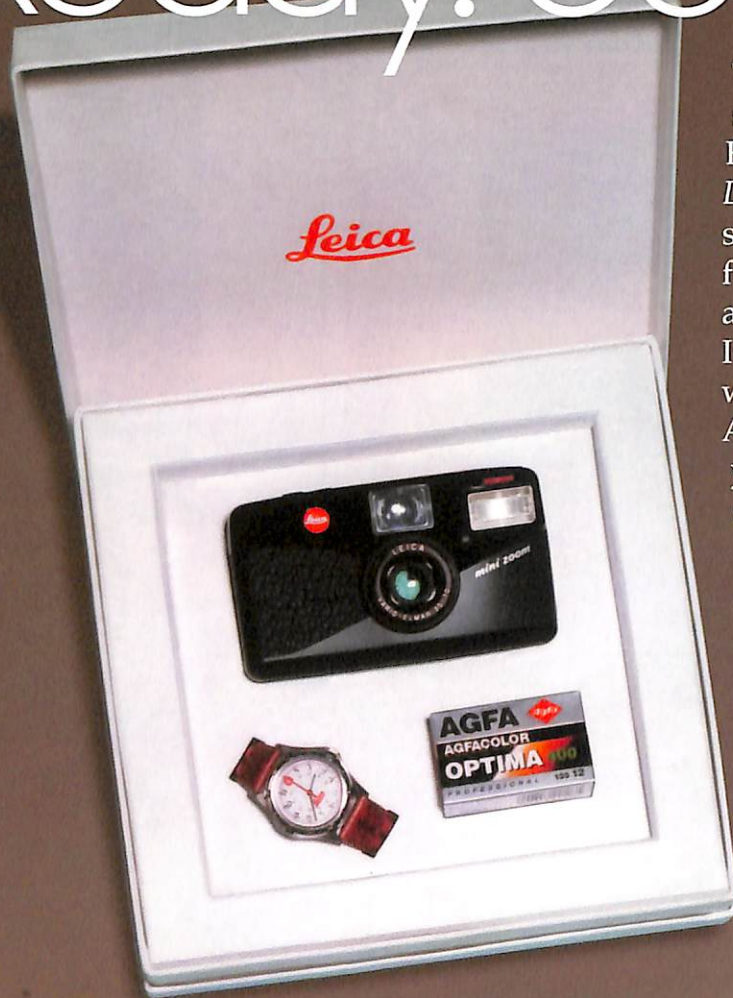


To a true birder, the building is mostly distraction. It's to the true birder that Leica offers the new Ultra Series binoculars. They're completely water and fogproof, with sliding eyecups and a combination diopter adjustment and focus knob. They range from 8x32 to 10x50. For more information, call 1-800-222-0118. **Leica. Fascination and precision.**



Leica Camera Inc. 156 Ludlow Avenue, Northvale, N.J. 07647

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LEICA MINI-ZOOM DB & SWISS MILITARY WATCH: \$479

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